## UNITED STATES DISTRICT COURT DISTRICT OF MASSACHUSETTS (Boston)

No. 1:23-cv-10511-WGY Vol. 2, Pages 91-163

UNITED STATES OF AMERICA, et al Plaintiffs

vs.

JETBLUE AIRWAYS CORPORATION, et al,

Defendants

\*\*\*\*\*

For Bench Trial Before: Judge William G. Young

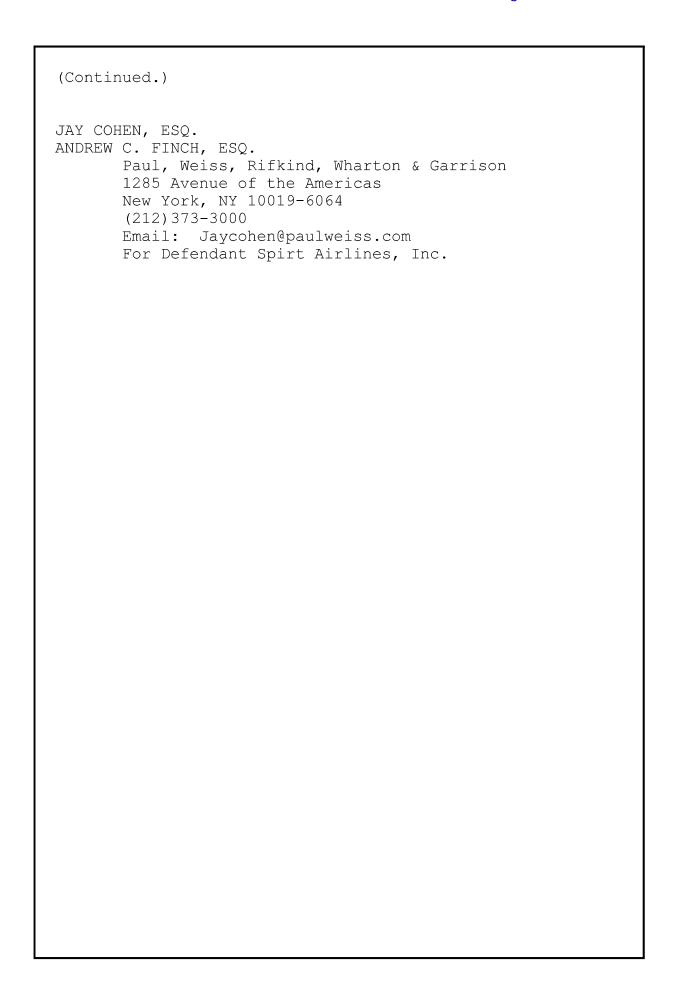
United States District Court District of Massachusetts (Boston) One Courthouse Way Boston, Massachusetts 02110 Wednesday, November 1, 2023

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REPORTER: CHERYL B. PALANCHIAN, RMR, CRR
Official Court Reporter
United States District Court
One Courthouse Way, Boston, MA 02110

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THE CLERK: Court is back in session. You may be
 1
 2
     seated.
 3
               THE COURT: Mr. Teitelbaum, you may continue.
 4
               MR. TEITELBAUM: Thank you, your Honor.
 5
                      EDWARD CHRISTIE, (Resumed)
 6
                         REDIRECT EXAMINATION
 7
     BY MR. TEITELBAUM:
 8
          And good morning, again, Mr. Christie.
 9
          Good morning.
     Α.
10
               MR. TEITELBAUM: If we could please display
11
     Christie demonstrative 3 that we saw earlier today.
12
               (On screen.)
13
               THE COURT: Well, I have it. The witness has it.
14
               MR. TEITELBAUM: I'll proceed on that.
15
               THE WITNESS: I have it.
          Thank you, Mr. Christie. So my first question, 2019,
16
17
     as you testified, that was the last year that Spirit turned
18
     a profit, up to now; is that right?
19
     Α.
          Yes.
          And 2020, the COVID-19 pandemic started basically
20
21
     February/March of 2020?
22
     Α.
          That's correct.
23
          And I believe you testified on cross, at least to some
24
     degree, that was extremely disruptive to all airlines;
25
     right?
```

- 1 A. Yes.
- 2 Q. Virtually inconceivable that an airline would be
- 3 | profitable in 2020 given what happened; right?
- 4 A. I believe so, yeah.
- 5 Q. 2021, pandemic was still very much with us; right?
- 6 A. We believe so, yes.
- 7 Q. And in the early part of 2022, February 7th, I think,
- 8 of 2022, is the date that Spirit signed a merger agreement
- 9 | with Frontier; right?
- 10 A. Correct.
- 11 Q. And, in fact, it's often the case that for Spirit's own
- 12 | financial reporting and forecasting, 2019 is considered to
- 13 be the benchmark normal year that's used; right?
- 14 A. We had been using that during the pandemic. The
- 15 convention, most airlines were referring back to the
- 16 prepandemic year. And that started to change this year.
- 17 | Q. And that's because really 2019 is the last year that we
- 18 | could consider to be normal airline operations in the
- 19 present day; right?
- 20 A. At least through the pandemic era it was the last year,
- 21 correct.
- 22 Q. And, in fact, we don't need to pull this exhibit up,
- 23 but when we were talking about the non-GAAP forecasts from
- 24 | the board presentation that you made at the end of 2022,
- 25 that's Exhibit 241, and just for the record, that was the

- 1 Bates number page ending in 8897-1, do you remember that
- 2 schematic that we were looking at? You don't have to refer
- 3 to it now.
- 4 A. I think so, yes.
- 5 Q. And of the comparisons that were being done for
- 6 | Spirit's own forecasting were against 2019; right?
- 7 A. For the 2023 plan period?
- 8 Q. Yes.
- 9 A. Yeah, I think we showed both 2022 and 2019.
- 10 | Q. So 2019 was one -- was a benchmarking year that Spirit
- 11 was using; right?
- 12 A. It was the last pre-COVID year, yes.
- 13 Q. All right. And then just being subject to a merger
- 14 agreement in and of itself is disruptive to Spirit's
- 15 business; right?
- 16 A. Well, it can be. And that was one of the concerns we
- 17 | had in having a longer process was the distraction, and that
- 18 sort of thing.
- 19 Q. And for all of 2022, Spirit's been subject to those
- 20 disruptions; right?
- 21 A. Well, beginning in February of 2022, yes, and then.
- 22 Q. And all the way, all of 2023 up to today; right?
- 23 A. We have been in a merger agreement, yes.
- 24 | Q. And there's, essentially, a -- there's a strategic
- 25 malaise that exists, right, when a company is subject to a

```
possible merger that hasn't been consummated?
 1
 2
          Well, I think there could be. And we were concerned
 3
     about that in our discussions with both Frontier and
 4
     JetBlue, and attempted to resolve some of the worry that we
 5
     may have about a subjected malaise by giving ourselves
 6
     appropriate interim operating covenants to be able to
 7
     execute to the business on a standalone basis, as if we
 8
     weren't in a merger.
 9
          But that risk, the strategic malaise from being subject
10
     to a merger agreement, is significantly material, in
11
     Spirit's view, that it is listed as a separate risk factor
12
     in Spirit's SEC filings; right?
13
          It is a risk, absolutely.
14
          And also you, yourself, during the merger negotiations
15
     where the Frontier deal was still on the table but JetBlue
     was making bids in the earlier part of 2022, you actually
16
17
     referred -- and we can take the demonstrative down -- you
18
     referred to withering, "Meanwhile we wither, waiting for
19
    potential merger approval." Do you recall that?
20
          I do, yes.
21
          And that's a fair summary or encapsulation of the
22
     strategic malaise that can set in from having to wait so
23
     long for a possible merger to be consummated?
```

25 Q. Let's move on and talk a little bit about Spirit's

I think that was the risk, yes.

- 1 recent earnings data in some more detail. So, first of all,
- 2 one of the things that Spirit touts, including in its SEC
- 3 | filings, is that it has a resilient business model; right?
- 4 A. That is definitely one of the hallmarks of us in the
- 5 past, yes.
- 6 Q. And including for the 2022 10-K filing, which is
- 7 Exhibit 68, Spirit still touts its resilient business model;
- 8 right?
- 9 A. Absolutely thought we had a resilient business model
- 10 | that could endure different macroeconomic changes, and we
- 11 | had seen that in the past, yes.
- 12 | Q. And the 2022 10-K is actually a document that's filed
- in the first couple months of 2023; right?
- 14 A. It is.
- 15 Q. And I think you testified on cross that one of the
- 16 | factors that's affecting the demand environment for Spirit,
- 17 in your view, is that inflation is a constricting demand for
- 18 | price-sensitive customers. Do you recall that testimony?
- 19 | A. I do.
- 20 Q. And, in fact, Spirit itself offers a significant value
- 21 | proposition for price-sensitive customers; right?
- 22 A. We do. Low fares across the industry offer that value,
- 23 and we're worried that those fare levels are not profitable
- 24 today.
- 25 Q. And at a time when people in lower income brackets are

- 1 being pinched by higher costs, a transaction that's being
- 2 contemplated would actually remove half of the ULCC capacity
- 3 in the United States; right?
- 4 A. Well, it would change our brand from Spirit to JetBlue,
- 5 yes.
- 6 Q. And JetBlue offers a more premium product offering;
- 7 right?
- 8 A. I think they offer a broader array of products,
- 9 including low fares and a more premium product offering,
- 10 | than Spirit, yes.
- 11 Q. A more premium product offering for which they charge
- 12 more money?
- 13 A. For those products, yes.
- 14 Q. And we were talking a little bit about the
- 15 | Frontier/Spirit merger, both on your direct examination and
- 16 cross. That merger would not have removed any ULCC capacity
- 17 | from the marketplace; right?
- 18 A. It would have been a combination of two ULCCs.
- 19 Correct.
- 20 Q. All right. So now I want to talk a little bit about
- 21 | Spirit's quarterly earnings statements. Fair to say that
- 22 | you're involved in reporting the earnings of Spirit to
- 23 shareholders?
- 24 A. I am.
- 25 Q. And you understand that you and other Spirit executives

are under a legal obligation to be truthful and transparent 1 2 in reporting those earnings? 3 Α. Yes. 4 MR. TEITELBAUM: I'd ask that the witness be 5 shown --6 And this should be in the smaller binder in front of 7 you, Mr. Christie. It's marked for identification as Exhibit TH. 8 9 I'm sorry? Α. 10 It would be Tom, Harry, TH. If it's not, we will get 11 you a copy. 12 THE COURT: Oh, I have it. 13 I've got it too. Α. 14 So you, along with other senior executives, are 15 involved in conference calls to announce your earnings; right? 16 17 I am, yes. Α. And these are transcribed? 18 19 Α. They are. 20 And do you see that this is an S&P Global Market 21 Intelligence report that contains a transcription of 22 Spirit's first quarter 2023 earnings call? 23 Α. I do. 24 And any reason to doubt that this is a fair and 25 accurate transcription of that call?

```
I don't have reason to doubt it, no.
 1
 2
               MR. TEITELBAUM: At this time plaintiffs offer
 3
     Exhibit TH in evidence.
 4
               THE COURT: Any objection?
 5
               MR. COHEN: Your Honor, there is embedded hearsay
 6
              I assume that the government is interested in the
     in here.
 7
     statements made by Spirit. Those are admissions. So I
 8
     certainly have no objection to the portions --
 9
               THE COURT: No objection to the statements by
10
            How about the rest of it? Can we receive it on
     Spirit.
11
     that -- in that way?
               MR. TEITELBAUM: Yes, your Honor.
12
               THE COURT: Very well. This is TH, will be
13
14
     Exhibit 35 -- maybe the clerk --
15
               MR. TEITELBAUM: I believe it's now 634. Oh, I'm
16
     sorry, your Honor. It's 643.
17
               THE COURT: Exhibit 643 in evidence, as limited.
18
               (Exhibit 643 received in evidence.)
19
          And, Mr. Christie, if you could please turn to
20
     page 4 of that document, which is also the Bates number
21
     ending in 1499.
22
               (On screen.)
23
     Α.
          Okay.
24
          You see there's a portion there on the bottom half of
25
     the page which transcribes your remarks, or at least part of
```

- 1 your remarks during this call?
- 2 A. Yes.
- 3 Q. And, now, if you look at the second paragraph of your
- 4 remarks, I'm not going to ask you to read from this
- 5 document, but for efficiency sake maybe we can do some basic
- 6 paraphrasing. One of the things that you mention there is
- 7 | that adjusted operating margin came in better than expected
- 8 at negative 6.8 percent; right?
- 9 A. Correct.
- 10 | Q. And that was actually helped by lower fuel and strong
- 11 total RASM performance?
- 12 A. Yes.
- 13 | Q. And "RASM" is a term for "revenue per available seat
- 14 | mile"?
- 15 A. That's right.
- 16 Q. And in the ensuing paragraphs, one of the things that
- 17 | you're pointing out is several operational issues that
- 18 | Spirit encountered in the first quarter of 2023; right?
- 19 A. I see that, yes.
- 20 Q. So, and there's no need to refer to the document for
- 21 these questions, but fair to say in the first quarter of
- 22 2023 there were air traffic control congestion issues that
- 23 were affecting Spirit's operations?
- 24 A. Yes, and continue to. Yes.
- 25 Q. They continue to to this day; right?

- 1 A. Yes.
- 2 Q. That's an -- something that has nothing to do with
- 3 | Spirit's operations, right, that's an air traffic control
- 4 problem?
- 5 A. Correct.
- 6 Q. And other airlines are affected by that as well?
- 7 A. I've heard them reference it, yes.
- 8 | Q. And you also reference engine issues that we've heard a
- 9 little bit about; right?
- 10 A. I must have mentioned that. I'm sure we did.
- 11 Q. And engine issues were an issue for you in the first
- 12 | quarter of 2023 as well as subsequent quarters; right?
- 13 A. Correct.
- 14 Q. And if we go to page 6 of this same document, which is
- 15 the Bates number ending in 1501, you see the second
- 16 paragraph of your remarks there, and what you say there at
- 17 | the end is, the second to last sentence of that paragraph
- 18 | is, "And although it may take as much as another year to get
- 19 to normalized profitability, double-digit op margins are in
- 20 | sight, which will provide a base from which we can continue
- 21 to refine and improve." Right?
- 22 A. That's correct.
- 23 Q. Is that right?
- 24 A. Yes.
- 25 Q. So that's an acknowledgment that 2023 had the potential

- 1 to be a bumpy year?
- 2 A. At the very least, yes. At this time, based on what we
- 3 knew, it was at least going to be bumpy.
- 4 | Q. Okay. And, in fact, you praised your team's ability to
- 5 manage the volatility and the ability to make tactical
- 6 adjustments to what the circumstances were throwing at you;
- 7 right?
- 8 A. I'm sure I did, yes.
- 9 Q. And, in fact, that's because the airline industry is a
- 10 dynamic and volatile industry; right?
- 11 A. It is.
- 12 | Q. And so one quarter or one year you could be facing
- 13 engine issues; right?
- 14 A. I think it's fair to say we've -- we face a number of
- 15 different inputs into the business that can influence
- 16 profitability, yes.
- 17 Q. And, in fact, to some degree in the airline industry
- 18 | it's always something, right, that's impacting operations in
- 19 one way or the other?
- 20 A. Well, it can be viewed that way. You know, over the
- 21 | course of my tenure at Spirit we've had a -- an excellent
- 22 | run with consistent profitability from the time I entered
- 23 the building in 2012 through 2018, and were able to navigate
- 24 | any and all challenges, we did, and maintain that
- 25 | profitability. With the advent of the pandemic, which is

- 1 obviously one of those things that was an unusual thing,
- 2 that changed. And now the market has changed as well right
- 3 | now and we're -- we haven't been able to get ourselves back
- 4 to profitability yet.
- 5 Q. But nonetheless, you'd agree with me that there are
- 6 periods where circumstances just make operating an airline
- 7 very difficult?
- 8 A. They can, yes.
- 9 Q. Okay. Let's talk about the second quarter of 2023 now.
- 10 MR. TEITELBAUM: And we can take that exhibit
- 11 down.
- 12 Q. In a moment, I'm going to be asking you some questions
- 13 about Exhibit 341 in your binder, but I'll give you a
- 14 heads-up when it's time to turn there.
- 15 | A. Okay.
- 16 Q. Fair to say in the second quarter of 2023 the pilot
- 17 attrition issues that you discussed on cross-examination,
- 18 | those actually began to ease up a little bit; right?
- 19 A. Correct.
- $20 \mid Q$ . And actually by the end of the second quarter of 2023,
- 21 the pilot hiring situation was satisfactory, in your view,
- 22 for Spirit's operations?
- 23 A. Well, I hadn't satisfied all of our concerns yet but we
- 24 were definitely seeing progress in the right direction.
- 25 Q. Getting at least close, in other words, to where you

```
wanted to be with pilots?
 1
 2
          We were sill experiencing elevated levels of attrition
 3
     when compared to the company's attrition levels prior to the
 4
     pandemic, still multiples of what it was, but we'd been
 5
     successful at reducing that attrition level and attracting
 6
     pilots to offset that attrition.
 7
          And, in fact, by the end of the second quarter of 2023
 8
     it was not so much pilots that were the constraint on
 9
     Spirit's operations, it was planes with engines?
10
          That's when it began to shift, that's correct, away
11
     from pilots being the constraint and more to being a
12
     fleet-related constraint.
13
               MR. TEITELBAUM: And, in fact, now if we could
     take a look at Exhibit 341. Actually let's first turn to
14
     page 6, which is Bates number ending in 1964.
15
16
               (On screen.)
17
          And you see there those are the --
18
               THE COURT: If it's out of their books I need the
19
     tab.
20
               MR. TEITELBAUM: I'm sorry, your Honor.
                                                        It should
21
    be -- the tab also should be labeled as Exhibit 341.
22
                           Is it in your most recent book?
               THE COURT:
23
               MR. TEITELBAUM: It is, the second-to-last
24
     exhibit.
25
               THE COURT: Oh, thank you. Thank you.
```

1 MR. TEITELBAUM: No problem. 2 So if we look at the fifth paragraph down of Scott Haralson's remarks, it's a paragraph that begins, "With 3 pilot attrition no longer being a drag on our utilization by 4 5 the fourth quarter, we can now isolate the AOG issues." 6 "AOG" stands for "aircraft on ground"; right? 7 Α. Yes. And one of the reasons you would have an aircraft on 8 9 ground is the engines are out of commission from the Pratt & 10 Whitney issues; right? 11 That's what we were referring to here, yes. Α. 12 And what Mr. Haralson says there, and you would agree 13 that Mr. Haralson also makes accurate statements to 14 shareholders in connection with earnings calls? 15 Α. Yes. 16 What he says is that, "The core airline that is 17 excluding aircraft on ground should be back to full 18 utilization by Q4 and is expected to be closer to run rate 19 margin CASM ex production." In other words, he's just 20 saying that Spirit should be closer to its normal operations 21 by the fourth quarter; is that right? 22 Α. That was our hope at this time, yes. 23 Finally, with respect to the engine issues, we don't 24 need to read from this document, but Spirit actually expects 25 to be made whole by Pratt & Whitney for the engine issues

```
that you've been having with the new engines; right?
 1
 2
          Pratt & Whitney has made public comments to that
 3
     effect, and we haven't seen anything yet beyond that
 4
     commitment. But they did make public comments using the
     words "make whole."
 5
 6
          In fact, what Mr. Haralson said was that, "The drag on
 7
    margin caused by the AOG aircraft should be viewed as
 8
     neutralized due to RTX's make-whole commitment." Right?
 9
          That's right.
     Α.
10
          That's another way of saying the losses incurred by
11
     having all these aircraft on the ground, those are
12
     eventually going to be compensated for; right?
13
          Well, we were hopeful they would be.
14
          But at the moment, those are a significant -- those
     Ο.
     engine issues are a significant drag on Spirit's margins;
15
16
     right?
17
          They are a drag on the margin, yes.
18
               MR. TEITELBAUM: All right. And then if we could
19
     go to page 7.
20
          We'll go back to your remarks now. And starting with
21
     the second paragraph there, one of the things that you say
22
     in the second paragraph, starting with the second
23
     sentence --
24
               MR. TEITELBAUM: And, once again, I'll just ask
```

for some light paraphrasing, if defense counsel will indulge

1 me. 2 What you're saying here is that, in hindsight, Spirit's 3 aggressive growth that it undertook over roughly the past 4 five years caused some growing pains, basically; right? 5 I think what I specifically say here is that slower 6 growth would have been more ideal during and coming out of 7 pandemic. So probably for closer to the past three years we 8 did pursue -- we did continue to take delivery of aircraft 9 during the pandemic, even though there was a drop-off in 10 demand, and it looks like we probably outgrew the 11 opportunity right now. That's the implication. 12 And back during the pandemic, especially the early 13 part, you and your colleagues made a strategic judgment to 14 try and keep growing during that period; right? 15 Correct. Α. And in this instance what you're saying is that, with 16 17 the benefit of hindsight, maybe slower growth might have been better? 18 19 Α. Correct. 20 And, in fact, maybe slower growth might have had less 21 of a negative impact on your margins? 22 Α. That was -- that was one conclusion you could draw from 23 that, yes. 24 But your pace of growth going forward is something that

25

Spirit has control over; right?

- 1 A. Correct.
- 2 Q. And, in fact, you've already taken steps to try to
- 3 | moderate the pace of Spirit's growth going into the future?
- 4 A. We have.
- 5 Q. So, now, if we could please look at the very last small
- 6 paragraph of your remarks right above, and now back to
- 7 | Vivian. It starts with, "Frustrations aside." In that
- 8 | first sentence, what you told your shareholders at the end
- 9 of the second quarter of 2023 was, "Frustrations aside, our
- 10 team is doing a great job adjusting as necessary, and I
- 11 strongly believe our expected 3Q performance is an anomaly."
- 12 Do you see that?
- 13 A. I do.
- 14 | Q. In other words, you knew, even at the end of the second
- 15 | quarter of 2023 that the third quarter was not going to look
- 16 | fantastic from an earnings perspective; right?
- 17 A. We did.
- 18 Q. And, in fact, when you identified it as an anomaly,
- 19 that was as distinguished from a systemic problem; right?
- 20 A. Well, that was our hope. The reason we were so
- 21 emphatic here is that the third quarter in the airline
- 22 business is the strongest quarter in the airline business.
- 23 It's the peak summer travel period. We were forecasting a
- 24 significant loss when some -- most of our industry peers
- 25 were projecting profitability. And so we attributed some,

if not most of that to leisure demand shifting from the 1 domestic marketplace to the international marketplace, which 2 3 was our hope for the anomaly, that it would trend back to 4 normal. And that was our hope at this time, and that has 5 not yet materialized yet in the fourth quarter. 6 But that's what you told your shareholders at the end 7 of the second quarter, with all of the obligations to be 8 truthful attached to it; right? 9 Again, that was what we knew at that time. All right. Let's talk now about some of Spirit's other 10 11 SEC filings. We don't need to go there yet, I just have 12 some general questions. 13 So you spoke with Mr. Cohen for a bit about the risk 14 factors that were identified in Spirit's 2022 10-K. Do you recall that testimony? 15 16 Yes. Α. 17 And the 10-K is the one that's filed every calendar 18 year? 19 Α. Correct. 20 And then there are also 10-Qs which are filed quarterly 21 throughout the year? 22 Α. Yes. 23 And one of the things that a company has to do in a 24 10-Q is inform its shareholders whether there are any new

risk factors that have accrued since the 10-K was filed;

```
right?
 1
 2
               MR. COHEN: I'm going to object, your Honor, as
 3
     the exhibit calls for a legal conclusion.
 4
               THE COURT: Well, I'm not sure I followed the
 5
     question. Let him ask the question again. Your question
 6
     again?
 7
               MR. TEITELBAUM: Of course, your Honor.
          There's a section of the 10-Q filing that has the
 8
    heading "Risk Factors"; right?
 9
10
          It can, if we have changes to risk factors.
          So why don't we actually take a look at Exhibit 73 in
11
12
     that same -- I believe it's that same binder that you have
13
     in front of you. Should be. And it's the numbered page 43
14
    based on the documents numbering; it's page 56 of the
15
     overall exhibit.
16
               (On screen.)
17
          And just let me know when you're there.
18
          I am, page 43.
          Okay. And that's the Bates number ending in 552?
19
20
          Correct.
21
          And there's a section there called, "Risk Factors";
22
     right?
23
          I recognize that.
     Α.
24
          What the additional risk factor that Spirit identified,
25
     in the second quarter, related to suppliers for aircraft and
```

- 1 engines; right?
- 2 A. I see that. I believe that risk factor exists prior.
- 3 We probably had changes to it though.
- 4 | Q. But otherwise what it says there at the very top under
- 5 | "Risk Factors" is that, "There have been no material changes
- 6 to the risk factors disclosed in item 1A 'Risk Factors'
- 7 contained in our annual report on Form 10-K for the year
- 8 ended December 31, 2022." So, in other words, the only new
- 9 risk factor, we have it here on the page or at least
- 10 updated?
- 11 A. Or the update to it, correct.
- 12 Q. And this is really just the aircraft and engine supply
- 13 | issues that we've been hearing about on cross-examination;
- 14 | right? For instance, the Pratt & Whitney geared turbofan
- 15 problems; right?
- 16 A. Yes.
- 17 | Q. These are the NEO engine issues we've been hearing
- 18 about?
- 19 A. I believe so, yes.
- 20 Q. And also Airbus delivery delays, more generally, of the
- 21 | aircraft itself; right?
- 22 A. Correct.
- 23 Q. And then other than that, in this section, right,
- 24 | there's no other risk factors that have been added to the
- 25 2022 10-K?

- 1 A. None that I see.
- 2 Q. Okay. So why don't we go now to the third quarter
- 3 10-Q, which is Exhibit 633, also in that same binder. And,
- 4 once again, it's going to be approximately that same page.
- 5 It's going to be page 43 of the document, once again. It's
- 6 very likely to be close to page 56 of the overall exhibit.
- 7 A. I have it, page --
- 8 Q. It looks like you're there, and it looks like the Court
- 9 may be there as well so I'll ask the question while we catch
- 10 up on the screen here.
- 11 THE COURT: Go ahead.
- 12 Q. What that says here in 43 is that there have been no
- 13 | additional risk factors that need to be added for this
- 14 | quarter; right?
- 15 A. Correct.
- 16 Q. So, in other words, what's been said in the 2022 10-K,
- 17 | plus what you said in the second quarter of this year,
- 18 | that's everything; right?
- 19 A. It appears so, yes.
- 20 Q. So you provided some testimony on cross-examination
- 21 about, you know, the going-forward concerns that you have
- 22 about Spirit's business model; right?
- 23 A. Yes.
- 24 | Q. And you agree that you're under a legal obligation to
- 25 disclose to your shareholders any additional material risks

- 1 to your business in your SEC filings; right?
- 2 A. We disclose those risks in our 10-K and update them as
- 3 necessary in the Q, yes.
- 4 Q. And so despite your testimony on cross-examination
- 5 about disappointing earnings, there's no updates here;
- 6 right?
- 7 A. Those risks are covered in our risk factors in the
- 8 10-K.
- 9 Q. But there isn't an update or a supplement that says we
- 10 are concerned we can't be a ULCC anymore, for instance?
- 11 A. Well, those risks are identified in our 10-K as part of
- 12 | the business being dynamic and making changes, yes.
- 13 Q. You agreed with me when we were talking about that, you
- 14 know, the engine and aircraft issues were a problem in 2022;
- 15 | right?
- 16 A. Well, they're different now, which is why we felt it
- 17 | necessary to update the risk factor.
- 18 | Q. And if something gets worse materially you would update
- 19 | that as well; right?
- 20 A. In this particular instance --
- 21 MR. COHEN: I'm going to object, your Honor.
- 22 THE COURT: Wait a minute. I understand the line
- 23 of questioning. Let me try this question.
- I'm assuming that you think you're fully complying
- 25 with the law in what you set forth. He asked one question

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that stuck in my mind. But at no time have you said
directly, or even by inference, in your SEC filings, annual
or quarterly, that, his words, we can't be an ultra low-cost
carrier anymore? You've never said that?
         THE WITNESS: I don't recall using those words,
no.
         THE COURT: Well, not those words, and I tried to
frame it by natural inference. Did you ever say, in your
capacity, in these filings, that that was in the offing?
         THE WITNESS: I think we --
         THE COURT: No, no. Forgive me. I'm accustomed
to trying jury cases and also asking questions. And,
naturally, the witness wants to answer my question, and so I
have this grand gesture to look at the jury while you're
answering. There is no jury here, it's my obligation. So
we can talk.
         THE WITNESS: Okay. We identified, have
identified in the past, numerous risks to our business which
include risks to our model. That can be competitive risks,
that could be pricing-related risks, that could be
demand-related risks. And I think that those are the type
of risks we're talking about that we're experiencing today.
So those are all part of our risk factors as disclosed.
         THE COURT: Risks that you've dealt with in the
past?
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THE WITNESS: Have had some success in dealing with in the past. And what we're seeing now is we're -- as of thus far we've been unsuccessful at resolving those risks, but they're definitely there. THE COURT: Go ahead, Mr. Teitelbaum. But, in other words, even in your Q3, third quarter earnings results, you didn't tell your shareholders, We're going to start operating as a network carrier; right? I believe that what we, you know, told our shareholders in our most recent earnings release was that we were projecting a loss for the fourth quarter, and that in prudent business management we had to take assessment of all aspects of our business, including our growth rate and our cost structure and our revenue model as well, and evaluate any changes that needed to be made. And just for the sake of clarification, that was an earnings press release; right? Α. Correct. There was no earnings call this quarter? We did not have an earnings call. Typically Spirit does conduct a quarterly earnings call? We do. We're concerned about conflicts with this proceeding, given that we'll have people involved, so we were unsuccessful at being able to schedule one.

- 1 Q. Because, typically, one of the things that happens at
- 2 the earnings call is an extensive question-and-answer
- 3 session?
- 4 A. Correct.
- 5 Q. Right. Let's move on to another subject.
- 6 You were talking with Mr. Cohen about the merger
- 7 | negotiations both with Frontier and JetBlue during the first
- 8 half of 2022, as we also talked about yesterday?
- 9 A. Yes.
- 10 | Q. And one of the things that you mentioned on
- 11 cross-examination was that, in essence, the Northeast
- 12 Alliance was a substantial concern that Spirit had when
- evaluating whether a merger with JetBlue could be
- 14 | consummated; right?
- 15 A. Correct.
- 16 Q. Because the presence of the Northeast Alliance could
- 17 | potentially elevate the scrutiny that you would get from
- 18 regulators?
- 19 A. I think the presence of the Alliance and, more
- 20 | importantly, the fact that that Alliance was being
- 21 challenged in court, had us concerned that it would lengthen
- 22 the review process of our potential transaction.
- 23 | Q. And, in fact, that was not the only concern though that
- 24 | Spirit had about that transaction; right?
- 25 A. Well, we had a number of concerns about other

narratives that would be brought up in the regulatory review 1 2 process that could be advanced as possible concerns with our 3 deal as well, and we wanted our shareholders to be aware of 4 those concerns as we went through this potential process. 5 And, in fact, as we discussed yesterday, it wasn't just 6 regulators, right? Spirit asserted as fact that at its core 7 the transaction would be a higher-cost, higher-fare airline, 8 buying a lower-cost, lower-fare airline? 9 Well, it is a fact that JetBlue has a, on average, 10 higher fair and higher cost structure than Spirit, and we 11 were concerned that that fact would be raised as a concern 12 by regulators. 13 MR. TEITELBAUM: And just for the sake of 14 efficiency here, I'm going to hand out an extra copy of 15 Exhibit 105 so that we don't have to go back into any binders. 16 17 (Handing.) 18 Α. Thank you. 19 And, Mr. Christie, this is a press release that we were 20 talking about a little bit yesterday which has a letter from 21 you and Mr. Gardner attached? 22 Α. I see that. 23 And if you could just go to the second page, the last 24 full bullet point which starts, "Even putting aside the

25

NEA."

- 1 A. I see that, yes.
- 2 \ Q. What that paragraph says is that even apart from the
- 3 concerns about the NEA, Spirit believed that DOJ and a court
- 4 | would be concerned about this transaction; right?
- 5 A. We did have that concern, yes.
- 6 Q. Because of the higher-cost, higher-fare airline buying
- 7 a lower-cost, lower-fare airline; right?
- 8 A. We were worried that that narrative could be advanced
- 9 and could raise some concern in the process, yes.
- 10 | Q. And the heading for these bullets is, "The JetBlue
- 11 transaction faces very substantial regulatory hurdles,
- 12 especially while the NEA is in effect." Right?
- 13 A. I see that.
- 14 Q. It doesn't say "only" while the NEA is?
- 15 A. It does not.
- 16 Q. All right. Let's move on to a couple of different
- 17 | subjects.
- 18 MR. TEITELBAUM: And, your Honor, I am getting
- 19 close to the end of my examination here.
- 20 Q. First of all, you testified on cross-examination about
- 21 some of the additional supplements that JetBlue made to its
- 22 offer to acquire Spirit in the, essentially, middle part of
- 23 2022. Do you remember that testimony?
- 24 A. Yes. I think we had some back-and-forth about it, yes.
- 25 Q. You spoke both with Mr. Cohen and with me about the

1 timeline as the different versions of the offer evolved?

A. Yes.

- 3 Q. And you and the rest of the board actually resisted a
- 4 | JetBlue acquisition pretty much the entire time that the
- 5 Frontier transaction was still a possibility; right?
- 6 A. We were rejecting the various proposals as they were
- 7 coming in as not satisfactory to our requests. And so what
- 8 | we were, in that back and forth with JetBlue, continuing to
- 9 bargain and they were continuing to counter-propose. But,
- 10 yes, up until we accepted the final proposal we had rejected
- 11 the proposals up until that date.
- 12 Q. And, in fact, the -- you and the board supported the
- 13 | Frontier transaction up until the moment that you saw the
- 14 voting by the shareholders was going completely the other
- 15 way; right?
- 16 A. That's correct.
- 17 | Q. And, essentially, that your shareholders forced your
- 18 | hand in that regard to get out of the Frontier merger
- 19 | agreement; right?
- 20 A. They were telling us that the Frontier transaction was
- 21 not going to be approved. And eventually Frontier did
- 22 abandon that transaction, which left us evaluating our
- 23 standalone plan versus any other plan, which obviously we
- 24 had something on the table from JetBlue.
- 25 | Q. And you and the rest of the board have a fiduciary duty

```
to your shareholders?
 1
 2
          We do.
          And, ultimately, it's your responsibility to carry out
 3
 4
     their instructions; right?
 5
          Well, they appoint the board and management to execute
 6
     to the business, to make appropriate strategic decisions.
 7
     Anything that rises to the need of a shareholder vote,
 8
     obviously, would go to the shareholders. But we are
 9
     appointed, with our business judgment, to make decisions on
10
     what we think the best answer is, and that's how we execute.
11
          But over time, in connection with the voting that
12
     occurred on the Frontier transaction, the shareholders at
13
     Spirit chose the more cash-rich offer from JetBlue; right?
14
               MR. COHEN: Objection to the --
15
               THE COURT: Well, the facts are what they are.
16
     So, I mean, at least at the time things took place here, the
17
     evidence, as I hear it, which doesn't seem to be disputed,
18
     is that the shareholder vote was tending to reject the
19
     Frontier merger. But I'll ask the witness.
20
               That's correct, isn't it?
21
               THE WITNESS: The votes never reached finality.
22
               THE COURT: That's why I said tending to reject
23
     the Frontier merger.
24
               THE WITNESS: Correct. So they were leaning
25
     towards rejecting the Frontier merger, and we were left to
```

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evaluate the next step, which could be stand alone, or
 1
 2
     engage in a merger with JetBlue at that time, or anything
 3
     else.
 4
               THE COURT: I think that's been his testimony.
 5
     Anything else?
 6
               MR. TEITELBAUM: Yes, your Honor. Just briefly.
 7
     Q.
          You mentioned, Mr. Christie, another thing -- two
 8
     things that were taken care of in the middle part of 2022 to
 9
     eventually reach a merger agreement with JetBlue, that there
10
     were appropriate changes to the retention packages for
11
     executives, I believe you testified about that on
12
     cross-examination; right?
13
          That was one of the concerns that we had and looked to
14
     address, that we wanted to make sure that the management
15
     team was retained and incentivized to remain through the
16
     course of the review process and eventual closing with
17
     JetBlue.
          There needed to be appropriate financial incentives to
18
19
     keep the management team on board during the period where
20
     the transaction was pending?
21
          That was the board's view, is one of the tools they
22
     wanted to use was a retention package, yes.
23
          And, additionally, the size of the reverse breakup fee
24
     ultimately went up to $470 million; right?
25
          We were successful at negotiating that higher as well,
```

```
1
     yes.
 2
          That was to ensure that the shareholders would get, and
     Spirit would get some money even if the transaction did not
 3
 4
     go through; right?
 5
          That is one avenue of the reverse termination fee.
 6
     you correctly stated, the vast majority of that reverse
 7
     termination fee goes directly to the Spirit shareholders.
 8
     But we also were, in the course of bargaining with JetBlue,
 9
     looking for them to show their conviction to our process,
10
     which they eventually did.
11
               MR. TEITELBAUM: Can I have just one moment, your
12
     Honor?
13
               THE COURT: You may.
               (Whereupon counsel conferred.)
14
15
               MR. TEITELBAUM: No further questions.
16
               THE COURT: Nothing further, Mr. Cohen?
17
               MR. COHEN: Your Honor, just one or two questions.
18
               THE COURT: You may.
19
                          RECROSS-EXAMINATION
20
     BY MR. COHEN:
21
          Mr. Christie, Mr. Teitelbaum mentioned the concept of
22
     strategic malaise. Do you recall that?
23
     Α.
          I do, yes.
24
          What is your view of what part strategic malaise played
25
     in Spirit's losses in 2022?
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1
          It played no part in the losses that we've sustained to
 2
     date. The losses that we're sustaining today are a product
 3
     of the environment, and we've seen a fall in our revenue
 4
     production as a result of less demand in the markets where
 5
     we operate. And that's been the principal cause of the
 6
     change in the economics in the business, in addition to the
 7
     cost inflation that I explained earlier. But I wouldn't
 8
     ascribe any of it to a strategic malaise.
 9
               MR. COHEN: And that's it, your Honor. Nothing
10
     further.
11
               THE COURT: Thank you. Nothing further?
12
               MR. TEITELBAUM: No, your Honor.
13
               THE COURT: You may step down. Thank you very
14
     much.
15
               (Whereupon the witness stepped down.)
16
               THE COURT: Call your next witness.
17
               MR. TEITELBAUM: Yes, your Honor. With the
18
     Court's indulgence, we have a little bit of a stage change
19
     to make but --
20
               THE COURT: That's fine.
21
               MR. TEITELBAUM: -- the plaintiffs do call David
22
     Clark, as an adverse witness, from JetBlue.
23
               THE COURT: He may be called.
24
               MR. TEITELBAUM: And John Thornburgh will be
25
     taking this witness for the plaintiffs.
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THE COURT: That's fine. I know we're not
 1
     committed to broadcast these proceedings, or Zoom them, but
 2
 3
     it would be very instructive to the public to have a view of
 4
     this courtroom at this time.
 5
               (Pause in proceedings.)
 6
               THE COURT: All right. Let's swear the witness.
 7
               THE CLERK: Can you please stand and raise your
 8
     right hand?
 9
                        DAVID C. CLARK, sworn
10
                          DIRECT EXAMINATION
11
    BY MR. THORNBURGH:
12
          Good morning, Mr. Clark. It's good to see you again.
13
     There's some binders in front of you. We'll refer to them
14
     throughout your examination, but I'll let you know when you
15
     need to open them.
16
          Thank you.
17
          Sure. Mr. Clark, you have an undergraduate degree?
18
               THE COURT: Well, let's -- I'm accustomed to
     getting his full name first.
19
20
               MR. THORNBURGH: Sure.
         Mr. Clark, can you state your full name, for the
21
22
     record?
23
          David Christopher Clark.
24
               THE COURT: Go ahead.
25
               MR. THORNBURGH: Thank you, your Honor.
```

- 1 Q. Mr. Clark, you have an undergraduate degree from the
- 2 University of Virginia; correct?
- 3 A. Correct.
- 4 Q. You received an MBA from Harvard; correct?
- 5 A. Correct.
- 6 Q. Since 2009, you've had -- you've held a variety of
- 7 positions at JetBlue, both in the network planning and the
- 8 | sales and revenue management organizations; correct?
- 9 A. Yes.
- 10 Q. Your current title is head of revenue and planning;
- 11 correct?
- 12 A. Yes.
- 13 Q. And you've been in this role since January of 2021?
- 14 A. January of 2022.
- 15 Q. Okay. Thank you. Mr. Clark, in your current role you
- 16 have responsibility for four main areas of JetBlue's
- 17 business; correct?
- 18 A. Correct.
- 19 Q. One of those is sales and revenue management?
- 20 A. Yes.
- 21 Q. The other is network planning; correct?
- 22 A. Correct.
- 23 Q. A third one is operations planning; correct?
- 24 A. Yes.
- 25 Q. And a fourth is airline partnerships; right?

- 1 A. Correct.
- 2 Q. You report to Joanna Geraghty, who is JetBlue's
- 3 president and chief operating officer; correct?
- 4 A. Correct.
- 5 Q. And you are a member of JetBlue's senior leadership
- 6 team; correct?
- 7 A. Correct.
- 8 Q. You regularly join JetBlue earnings calls; correct?
- 9 A. Yes.
- 10 Q. You had one yesterday; correct?
- 11 A. Correct.
- 12 | Q. And you regularly attend JetBlue board meetings;
- 13 correct?
- 14 A. Correct.
- 15 Q. And sometimes you present at those board meetings;
- 16 correct?
- 17 A. Yes.
- 18 | Q. Mr. Clark, I want to talk a little bit about the types
- 19 of customers that JetBlue serves. During your time at
- 20 | JetBlue, the airline has attempted to distinguish, at a high
- 21 level, between customers traveling for leisure versus those
- 22 traveling for business; is that fair?
- 23 A. That's fair.
- 24 Q. That's a common thing in the industry for airlines to
- 25 do, fair?

- It's one way to think about customer groups, yes. 1 2 JetBlue today estimates that it serves, approximately 3 85 percent of its customers are leisure customers; correct? 4 THE COURT: Are what customers? Leisure 5 customers? 6 MR. THORNBURGH: Leisure customers, your Honor. 7 Yes, that's our approximate current customer mix. Α. 8 And those customers traveling for leisure would include 9 passengers traveling to visit friends and relatives; 10 correct? 11 Yes, that's part of it. 12 Q. Those customers are often known as VFR customers; 13 correct? 14 Correct. Α. 15 JetBlue then estimates that the other 15 percent of its customers are traveling for business; right? 16 17 Correct. Α. The main way JetBlue tries to distinguish between 18 customers traveling for leisure versus those traveling for 19 20 business is based on the itinerary they book; is that fair? 21 That's one of the ways we do it for data analysis 22 purposes. 23 Mr. Clark, generally speaking, leisure passengers tend
- 24 to be more price-sensitive than business passengers;
  25 correct?

```
Leisure passengers is a very broad scale with lots of
 1
     different needs and willingness to pay, so I wouldn't
 2
 3
     generalize.
          You wouldn't generalize that leisure passengers tend to
 4
 5
     be more price-sensitive than business passengers, at a high
 6
     level?
 7
               MR. SHORES: Objection, your Honor. Foundation.
 8
               THE COURT: No, overruled. I think he's capable
 9
     of answering.
10
               If you have an opinion, you may give it.
11
          While there's all sorts of leisure passengers, many of
12
     which book premium leisure products, it's probably true, on
13
     average, the average leisure customer is a bit more
14
     price-sensitive than the average business customer. But
     it's a very broad scope.
15
          Okay. Thank you. Mr. Clark, leisure customers can
16
17
     prefer to travel at different times of day than business
18
     travelers; correct?
19
          I think every customer, based on that itinerary, has a
20
    preferred time of day.
21
          Let me ask the question a slightly different way.
22
     JetBlue may set a different flight schedule for a particular
23
     route depending on whether that route has a higher
24
     percentage of leisure customers versus business customers;
25
     is that fair?
```

- 1 A. Yes, customer mix is an input in the flight scheduling.
- Q. Mr. Clark, JetBlue competes with Spirit; right?
- 3 | A. We do.
- 4 Q. And JetBlue has competed against Spirit for several
- 5 years; right?
- 6 A. Yes. We compete against all the major U.S. airlines.
- 7 Q. You previously informed colleagues that Spirit's key
- 8 | weapon is its very low cost and the very low fares they
- 9 enable; right?
- 10 A. I don't specifically recall saying that, but it's
- 11 possible.
- 12 Q. Does that sound like something you have said, sir?
- 13 A. In the past, yes. There's been cost convergence in the
- 14 industry more recently.
- 15 Q. You've also indicated to colleagues previously that
- 16 customers most interested in the absolute lowest fare may
- 17 | find Spirit's offer compelling; correct?
- 18 A. Again, I don't recall saying that, but they may. I can
- 19 see that some would find that compelling, yes.
- 20 | Q. Do you have any reason, sitting here today, to disagree
- 21 | with that notion?
- 22 A. Can you repeat it, please?
- 23 Q. Sure. Customers most interested in the absolute lowest
- 24 | fare may find Spirit's offer compelling?
- 25 A. No reason to dispute that.

- 1 Q. Okay. Mr. Clark, let me take you back to a year or so
- 2 | prior to the pandemic, late 2018 and then into 2019. You
- 3 | would agree with me that you recall during this period that
- 4 | Spirit was growing rapidly; right?
- 5 A. Yes. It was a pretty memorable, unusual period.
- 6 Q. And, specifically, Spirit was growing rapidly in
- 7 | markets that JetBlue served; correct, sir?
- 8 A. At that time, that's my recollection.
- 9 Q. And so because Spirit was growing rapidly in markets
- 10 that JetBlue served, competition between the two airlines
- 11 | was increasing during that time; right?
- 12 A. Broadly, yes.
- 13 Q. Let's take a quick look at a document from this period
- 14 that describes this increasing competition. If you could
- 15 | please turn in your tab to the binder marked HU, Mr. Clark.
- 16 MR. THORNBURGH: If the witness could be shown HU
- 17 on the screen, please.
- (On screen.)
- 19 | A. Okay.
- 20 Q. Mr. Clark, this is an e-mail conversation principally
- 21 | between you and Mr. Erwin Coffy from October 2019; is that
- 22 | right?
- 23 A. That's correct.
- 24 Q. Okay. At this time, Mr. Coffy was a manager on the
- 25 JetBlue revenue management team; right?

```
1
     Α.
          Correct.
 2
          And you were the vice president of sales and revenue
 3
     management at this time; right?
 4
     Α.
          Correct.
 5
          So Mr. Coffy reported to you; right?
 6
          There was a leader in between us but, yes, he was part
     Α.
 7
     of my team.
 8
               MR. THORNBURGH: Your Honor, plaintiffs ask that
 9
     HU be admitted in evidence as Exhibit 644.
10
               THE COURT: No objection?
11
               MR. SHORES: No objection, your Honor.
12
               THE COURT: HU admitted, 644 in evidence.
13
               (Exhibit 644 received in evidence.)
14
               MR. THORNBURGH: Thank you, your Honor.
15
          Mr. Clark, let's start with the e-mail from Mr. Erwin
16
     Coffy that starts at the bottom of page 1 and goes to
17
     page 2. Do you see that?
18
     Α.
          I do.
          Now, in the first paragraph of Mr. Coffy's e-mail that
19
20
     appears on the second page, you understood him to be
21
     expressing some concern about low fares in three markets,
22
     New York-Santo Domingo, New York-Santiago, and New York-San
23
     Juan; correct?
24
          Correct. He's raising a red flag to draw our attention
25
     to a concern.
```

- 1 Q. The three-letter acronyms in the exhibit refer to codes
- 2 for specific airports or cities; correct, Mr. Clark?
- 3 A. Correct.
- 4 Q. And when Mr. Coffy wrote "NYC" here, you understood him
- 5 to be referring to the New York City metro area airports;
- 6 correct?
- 7 A. That's correct.
- 8 Q. And when JetBlue refers to the New York City metro area
- 9 airports, that most often includes JFK, LaGuardia and
- 10 Newark; right?
- 11 A. Correct.
- 12 Q. In the next paragraph, on page 2 still, you understood
- 13 Mr. Coffy to indicate that after Spirit had entered the New
- 14 York-Santo Domingo market, United became more aggressive in
- 15 | lowering fares from Newark to Santo Domingo; correct?
- 16 A. Correct.
- 17 Q. And, again, just for the benefit of the Court, "NK" in
- 18 this sentence refers to Spirit; right?
- 19 A. Yes.
- 20 Q. And "UA" refers to United?
- 21 A. Correct.
- 22 Q. Now, you understood Mr. Coffy to also indicate that
- 23 after Spirit entered this market, United responded by filing
- 24 what are called walk-up fares at \$29; correct?
- 25 A. Yes. And this is a 1600-mile route, so a \$29 walk-up

- 1 fare is extraordinarily low.
- 2 Q. And the Court's heard some testimony already about
- 3 | walk-up fares. Walk-up fares, Mr. Clark, refer to fares
- 4 | that have no advance purchase retirement; right?
- 5 A. Correct.
- 6 Q. So, in other words, a customer could theoretically walk
- 7 | up and purchase the fare the same day that the flight
- 8 departs; right?
- 9 A. Correct.
- 10 Q. Now, Mr. Clark, you also understood Mr. Coffy to be
- 11 indicating that Delta had expanded its own low walk-up fares
- 12 for flights from JFK to Santo Domingo after Spirit entered;
- 13 | right?
- 14 A. Yes. This extraordinarily low fare spread to the JFK
- 15 airport.
- 16 Q. And Mr. Coffy goes on to inform you that JetBlue had
- 17 been trying to remove its own low fares on that same
- 18 | JFK-Santo Domingo route but had so far been unsuccessful;
- 19 right?
- 20 A. That's what he indicates in the e-mail, yes.
- 21 Q. And Mr. Coffy, and that's what you understood him to be
- 22 | indicating; correct, Mr. Clark?
- 23 A. Correct. These are very temporary -- this is an
- 24 unreasonably low fare, so it's very temporary that it would
- 25 be in the market.

- 1 Q. Okay. Mr. Clark, Mr. Coffy notes in his last sentence
- 2 that walk-up fares in this market are usually around \$160 to
- 3 | \$180; right?
- 4 A. Correct.
- 5 Q. So these walk-up fares were now more than \$100 lower
- 6 after Spirit had entered; correct?
- 7 A. For this very short period of time, correct.
- 8 Q. Okay. Well, let's go to the front page of the e-mail
- 9 string, if we could, and you e-mail your -- you e-mail
- 10 | Joanna Geraghty and others at JetBlue on October 29th, 2019.
- 11 Do you see that?
- 12 A. I do.
- 13 | Q. And in your e-mail you refer to the extreme fare
- 14 pressures that JetBlue is now facing in key markets from
- 15 | both ultra low-cost carriers, like Spirit, and legacy
- 16 | airlines; correct?
- 17 A. Correct. At that time we were experiencing it.
- 18 Q. So, Mr. Clark, in other words, Spirit's low fares had
- 19 caused other competitors to lower their fares as well;
- 20 right?
- 21 A. For a temporary amount of time, correct.
- 22 | Q. And now JetBlue is facing pressure to lower its fares
- 23 | from Spirit and these legacy airlines as well; correct?
- 24 A. During this time period.
- 25 Q. You go on, Mr. Clark, to indicate that ultra low-cost

- carriers had grown 30 percent in JetBlue markets over the 1 2 last three quarters preceding your e-mail; right? 3 Α. Yes. 4 And, Mr. Clark, that was primarily growth from Spirit; 5 right? 6 I don't recall the breakdown. 7 Q. Okay. You can put that document aside for now, 8 Mr. Clark. During this time in 2019, Spirit growth was especially 9 10 pronounced in JetBlue markets touching Florida; is that fair? 11 12 We compete with them most often in Florida and in the 13 Latin America region, so that sounds reasonable. 14 Okay. Let's take a look at a document that describes 0. 15 the competition JetBlue was facing from Spirit in Florida 16 during this time. Can you please turn to the tab in your 17 binder marked GG, please? I'm there. 18 Α. 19 (On screen.) This is an e-mail string between you and your boss at 20 21 the time, Scott Laurence; correct? 22 Α. Yes, that's correct. 23 And Mr. Laurence was JetBlue's head of revenue and 24 planning at the time; correct?
- 25 A. Yes.

```
The subject of this e-mail is, "November pricing
 1
 2
     massive pressure test results." Right?
 3
          I see that, yes.
     Α.
 4
               MR. THORNBURGH: Your Honor, plaintiffs ask that
 5
     GG be moved in evidence as Exhibit 646.
 6
               THE COURT: No objection?
 7
               MR. SHORES: No objection, your Honor.
 8
               THE COURT: GG is admitted, Exhibit 646.
 9
               (Exhibit 646 received in evidence.)
10
               MR. THORNBURGH: Thank you, your Honor.
11
          So, Mr. Clark, let's go to the second page of
12
     Exhibit 646, and the e-mail that you wrote. You indicate in
13
     this e-mail that you had recently spent time with your
     revenue management team going through JetBlue's performance
14
     in its Florida region; right?
15
          Yes, for departures during November of 2019.
16
17
          And you indicate that the good news is that the revenue
18
     management team was doing a good job, and that JetBlue was
19
     already very competitively priced; right?
20
          Yes, I see that.
21
          And then you get to the bad news; right?
22
          The next paragraph is -- starts with the words "Bad
23
     News," correct.
24
          And you indicate in that paragraph with the heading
25
     "Bad News" that there are many examples of markets where
```

- 1 JetBlue's fares and load factor were down year-over-year;
- 2 | right?
- 3 A. Correct.
- 4 Q. Mr. Clark, load factor in this context refers to the
- 5 | number of seats that JetBlue was filling on its planes;
- 6 right?
- 7 A. That's broadly it. It's the percent of seat miles that
- 8 are sold to revenue customers, but it's roughly the number
- 9 of seats that are sold.
- 10 | Q. Thank you. You go on to attribute this really bad news
- 11 to a few different factors; correct?
- 12 A. Yes. I see four factors there.
- 13 Q. One of the factors that you mention is competition with
- 14 ultra low-cost carriers; right?
- 15 A. That's the fourth of the four mentioned. Correct.
- 16 Q. And then you go on to indicate that it appears that
- 17 ultra low-cost carriers are affecting JetBlue more than
- 18 other airlines; right?
- 19 A. I'm sorry. Can you repeat the question, please?
- 20 Q. Sure. You go on to indicate that it appears ultra
- 21 low-cost carriers are affecting JetBlue more so than other
- 22 | airlines; right?
- 23 A. At this time. That's what the e-mail indicates.
- 24 Q. The "OA" in this sentence refers to "other airlines,"
- 25 | correct, Mr. Clark?

- 1 A. Correct.
- 2 Q. Thank you. Now, let's go up to Mr. Laurence's e-mail
- 3 on October 21st, 2019, at 7:14 a.m.
- 4 MR. THORNBURGH: Ms. O'Brien, if we could actually
- 5 go to the e-mail in the middle of page 1, please.
- 6 Q. Now, Mr. Laurence is hypothesizing in this e-mail that
- 7 | Spirit was working on a new strategy that JetBlue had not
- 8 | figured out yet; right?
- 9 A. His e-mail says that, that he's hypothesizing that.
- 10 | Q. That's what you understood Mr. Laurence to be referring
- 11 to; correct, Mr. Clark?
- 12 A. My interpretation, that he's hypothesizing they're
- 13 working on a new strategy.
- 14 Q. Okay. Let's go to the e-mail you wrote back to
- 15 Mr. Laurence. You describe two concerns that you had at
- 16 | this time; right, Mr. Clark?
- 17 A. Correct.
- 18 \ Q. The first concern is that Spirit is getting better at
- 19 targeting customers visiting friends and relatives in
- 20 price-sensitive markets; right?
- 21 A. Yes, at that time.
- 22 | Q. And then your second concern was that both United and
- 23 Delta were now also more aggressively matching Spirit's low
- 24 fares; correct?
- 25 A. Correct. That was happening at that time as well.

And so when United and Delta matched Spirit's low 1 2 fares, that put -- that made it even more difficult for 3 JetBlue to command a premium price; right? 4 Yes, that's what the e-mail says. 5 Commanding a premium price means charging a higher 6 fare; right, Mr. Clark? 7 Correct, to -- given the value of the product that 8 we're delivering. 9 You can put that document aside, Mr. Clark. 10 Around this same time in 2019, Mr. Clark, you learned 11 as part of a competitor profit and loss analysis that Spirit 12 was actually making more money than JetBlue in Fort 13 Lauderdale; correct? 14 Α. At that time. 15 Ultimately, in late 2019, JetBlue initiated a Spirit 16 competitive strategy in order to better compete with Spirit; 17 correct, Mr. Clark? 18 I don't recall specifically what you're referring to. 19 We were constantly trying to compete as effectively against 20 all competitors. 21 Okay. Well, let me ask you to turn to the tab marked 22 FV in your binder, please. 23 THE COURT: FB? 24 MR. THORNBURGH: V, as in Victor, your Honor.

THE COURT: Thank you.

25

```
(On screen.)
 1
 2
          I'm there.
 3
          So, Mr. Clark, this is an e-mail string with you and
 4
     other JetBlue colleagues from late October of 2019; correct?
 5
          That's correct.
 6
          Okay. And the title -- the subject of this e-mail is,
     Q.
 7
     "Spirit competitive strategy"; correct?
 8
          I see that, yes.
 9
               MR. THORNBURGH: Your Honor, plaintiffs ask that
10
     FV, as in Victor, be admitted in evidence as Exhibit 647.
11
               THE COURT: No Objection?
12
               MR. SHORES: No objection, your Honor.
13
               THE COURT: FV is admitted, Exhibit 647.
               (Exhibit 647 received in evidence.)
14
15
          Mr. Clark --
     Q.
16
               MR. THORNBURGH: Can we go to the second page,
17
     please? Apologies, let's go back to the first page.
18
          So, Mr. Clark, in the bottom e-mail from Mr. Laurence,
19
     he suggests kicking off a joint planning-revenue management
20
     exercise to develop an integrated strategy to better compete
21
     with Spirit; right?
22
     Α.
          I see that.
23
          Okay. And then in the e-mail that you wrote on
24
     October -- on November 26th, you indicate that you fully
25
     agree with Mr. Laurence's plan; correct?
```

- Let me review it first, please. 1 Α. 2 Q. Sure. 3 (Witness reviewed document.) 4 I appear to be responding to Andrea Lusso when I say, 5 "Fully agree." So I wouldn't take that to indicate I fully 6 agree with everything Mr. Laurence says. 7 Mr. Lusso, in the e-mail preceding yours, indicates 8 that he had talked to you and you're both absolutely 9 supportive of the plan for -- for a plan to better compete 10 with Spirit; correct? 11 We're supportive of developing a plan, yes. I just 12 don't want to indicate that I'm supportive of everything 13 Mr. Laurence said in this e-mail below. 14 You were supportive of that plan to better compete with 15 Spirit; correct, Mr. Clark? 16 We did these from time to time. This was a relatively 17 short-lived one. So, yes, at that time I agreed it was wise 18 to create a plan to better compete with Spirit, just as we 19 had done with other airlines that we compete against. 20 Mr. Clark, you've been at JetBlue 14 years; correct, 21 sir? 22 Α. Correct. 23 And during that time there are two instances you can
- recall when JetBlue undertook a specific strategy to better compete against a specific airline; right?

- 1 A. Two stick out the most, yes.
- 2 Q. One of those was the Spirit competitive strategy that
- 3 we are discussing right now; correct, sir?
- 4 A. Correct, given recency.
- 5 Q. You can put that document aside, Mr. Clark.
- 6 Mr. Clark, in late 2019 and early 2020, the Spirit
- 7 competitive strategy morphed into what became known
- 8 internally at JetBlue as the ULCC strategy review; is that
- 9 right?
- 10 A. I recall something to that effect, yes. We broadened
- 11 it.
- 12 Q. Okay. Well, let's take a look at a document addressing
- 13 | JetBlue's ULCC strategy review. If you could please turn in
- 14 your binder to the tab marked GP, please.
- 15 A. I'm there.
- (On screen.)
- 17 Q. So, Mr. Clark, this is an e-mail that you received in
- 18 | January 2020 concerning JetBlue's ULCC strategy review;
- 19 right?
- 20 A. Correct. It looks like this was a work-in-process
- 21 draft that he's sharing.
- 22 Q. And at this time you were JetBlue's vice president of
- 23 sales and revenue management; correct, Mr. Clark?
- 24 A. Correct.
- 25 Q. Okay.

```
MR. THORNBURGH: Your Honor, plaintiffs request
 1
 2
     that Exhibit GP be moved in evidence as Exhibit 648.
 3
               THE COURT: No objection?
 4
               MR. SHORES: No objection.
 5
               THE COURT: GP is admitted, Exhibit 648 in
 6
     evidence.
 7
               (Exhibit 648 received in evidence.)
 8
               MR. THORNBURGH: Your Honor, I think this is the
 9
     first time we've done this. This document has been redacted
10
     at the request of defense counsel. That is the redacted
11
     version that we are going to have displayed on the screen
12
     for the Court.
13
               THE COURT: And that's what we're going to rely
14
     on, is it?
               MR. THORNBURGH: Correct, your Honor.
15
16
               THE COURT: All right.
17
         Mr. Clark, let me direct you now to the third slide of
18
     the attachment for Exhibit 648. The first bullet on this
19
     slide, Mr. Clark, indicates that Spirit is JetBlue's main
20
     ULCC competitor; is that right?
21
               At that time, of the ultra low-cost carriers,
22
     they were our largest competitor.
23
          Okay. And it also indicates that JetBlue and Spirit
24
     competed head-to-head on six routes at this time; right?
25
          At that time, yes. That number is constantly changing.
```

- 1 Q. And it also indicates that, if you take into account
- 2 other airports in the same metro area of an endpoint on one
- 3 of those routes, there was actually ninety-nine route
- 4 | overlaps between Spirit and JetBlue; correct?
- 5 A. Correct. So if you broaden it to the metro areas the
- 6 number increases.
- 7 Q. So, for example, Mr. Clark, JetBlue serves a route from
- 8 JFK to Austin, and Spirit serves a Newark to Austin route.
- 9 That would count in this slide as a metro area overlap;
- 10 correct?
- 11 A. That's correct.
- 12 Q. And again, Mr. Clark, this is an accurate depiction of
- 13 | competition between JetBlue and Spirit at this time; right?
- 14 A. Yes, at this time, close to four years ago. That's
- 15 correct.
- MR. THORNBURGH: Let's go ahead and turn to
- 17 slide 4 of this exhibit, please.
- 18 Q. So focusing your attention, Mr. Clark, on the graphic
- 19 on the left-hand side of the screen, this graphic is
- 20 depicting the number of overlap routes between JetBlue and
- 21 | Spirit; is that right?
- 22 A. That's correct.
- 23 Q. And, Mr. Clark, as this graphic shows, the number of
- 24 overlap routes where JetBlue and Spirit compete head-to-head
- 25 grew significantly between 2010 and 2019; right?

- 1 A. Yes, during that time period.
- 2 Q. And if you look to the right, there's a chart that is
- 3 depicting JetBlue overlap with ultra low-cost carriers by
- 4 | region; do you see that?
- 5 A. I do.
- 6 Q. And this chart indicates that most of the overlap
- 7 | between JetBlue and ultra low-cost carriers was in JetBlue's
- 8 Florida and Latin regions; right?
- 9 A. Correct. We only compete with them in some places in
- 10 our network. A lot of places we don't compete.
- 11 Q. Well, let's look at the bottom graphic. That's a chart
- 12 depicting JetBlue's overlap with Spirit by focus city;
- 13 right?
- 14 A. Correct.
- 15 Q. JetBlue has six focus cities; correct?
- 16 A. Correct.
- 17 | Q. And over 90 percent of JetBlue's flights touch one of
- 18 its six focus cities; correct, sir?
- 19 A. Yes.
- 20 Q. And as this chart depicts, the overlap between JetBlue
- 21 and ultra low-cost carriers was most significant in Fort
- 22 | Lauderdale, Orlando, and Boston; correct?
- 23 A. But for context, I think Spirit has about a 3 or
- 24 | 4 percent share in Boston. So, yes, but they're still a
- 25 | pretty small player.

This is where -- these are the focus cities where 1 2 JetBlue's overlap is most with ultra low-cost carriers; 3 correct? 4 Just noting it was still a small overlap in some 5 of those. 6 MR. THORNBURGH: Let's go to slide 5 of this 7 exhibit, please. 8 Mr. Clark, the chart in the top left corner is 9 depicting how Spirit, on average, offers more daily flights 10 than Frontier in the markets it serves; right? 11 At this time, that's correct. Α. 12 Okay. Do you have any reason to believe that's 13 changed, Mr. Clark? 14 I don't, but I haven't been checking it. 15 The chart at the bottom left corner of this slide 16 indicates that Frontier had exited a larger percentage of 17 markets than both Spirit and JetBlue; correct? 18 For this year-long time period, 2018 and 2019, that's 19 the case, yes. 20 MR. THORNBURGH: Let's go to slide 8 of this 21 exhibit, please. 22 Now, Mr. Clark, there's a lot of numbers on this slide 23 so I'm going to try to walk through it slowly for the 24 benefit of everyone in the courtroom. Let's start on the

left-hand side, if we could. The first column is a list of

25

- 1 | markets where JetBlue operated at this time; correct?
- 2 A. Correct.
- 3 Q. And then to focus your attention on the opposite side
- 4 of this slide for a moment, because Spirit is mentioned in
- 5 | each of the "Pricing Strategy" rows, that indicates that
- 6 | Spirit was operating in each of those markets when this
- 7 | slide was created; right?
- 8 A. Yes. Any row they're mentioned in is likely because
- 9 they're operating in it during this time period.
- 10 | Q. And as you can tell on this slide, correct, Mr. Clark,
- 11 | Spirit, or NK, as it's referred to here, was operating in
- 12 | each of these markets; right?
- 13 A. Yes. I see that in each row they're listed.
- 14 Q. Okay. Now, let me take you back to the left side of
- 15 the slide and there's a column heading "Margins." Do you
- 16 see that?
- 17 | A. I do.
- 18 Q. Now, Mr. Clark, the specific margin figures are
- 19 redacted for the Court. I'm going to ask you a few general
- 20 questions. I'd ask that you not say any specific figures
- 21 out loud, at your counsel's request. Okay?
- 22 A. Thank you.
- 23 Q. Looking at those margin columns as a whole, out of the
- 24 fourteen markets listed on the slide, in all but one of
- 25 those markets JetBlue's profit margin decreased in the

- 1 | twelve months after Spirit's entry as compared to the twelve
- 2 months prior to Spirit's entry; correct?
- 3 A. Correct. And that's not unusual with any competitor
- 4 entering.
- 5 Q. The title of the slide is, "Impact of ULCC Upon Entry";
- 6 correct, Mr. Clark?
- 7 A. Yes, that's the slide title.
- 8 Q. And Spirit's impact on JetBlue's margins, as depicted
- 9 on this slide, is consistent with the documents or exhibits
- 10 we discussed just a few minutes ago demonstrating that
- 11 | Spirit was hurting JetBlue's bottom line; right?
- 12 A. Which one specifically are you referring to?
- 13 Q. Exhibit 645 and 646. We looked at an exhibit,
- 14 Mr. Clark, describing how Spirit's entry into the Santo
- 15 Domingo-JFK market had impacted Spirit's financial results.
- 16 Do you recall that?
- 17 A. I recall that for -- at that time there was temporarily
- 18 | very low fares in the market. Yes, I recall seeing that.
- 19 Q. So you would agree with me then the margin information
- 20 depicted on this slide is consistent with that exhibit that
- 21 | we discussed previously; correct?
- 22 A. Most of these markets -- only one of them mentions New
- 23 York-Santo Domingo. So this is a different market set.
- 24 Q. But in all these markets, except for one, as you
- 25 previously indicated, JetBlue's margin decreased after

- 1 | Spirit entered; right?
- 2 A. For this set of markets at this time period, that's
- 3 | correct.
- 4 Q. Okay. Let me draw your attention now to the column
- 5 | titled "Fare." Do you see that?
- 6 A. I do.
- 7 Q. And "Fare," Mr. Clark, here refers to the fares JetBlue
- 8 offers to the public for sale; correct?
- 9 A. That's correct.
- 10 | Q. The column titled "After versus Before" depicts
- 11 | JetBlue's average fares and how they changed in these
- 12 markets after Spirit entered; right?
- 13 A. Correct. It's the fare after their entry, I believe;
- 14 the twelve months after versus the fare the twelve months
- 15 before.
- 16 Q. Thank you. So focusing your attention for a moment on
- 17 | the Boston-Orlando market, JetBlue's fares decreased
- 18 | 8 percent on average after Spirit entered the market; right?
- 19 A. At this time, that's correct.
- 20 Q. And then the next column over indicates that JetBlue's
- 21 | fares remained 8 percent lower as of the date this
- 22 presentation was created; correct?
- 23 A. Yes. It doesn't indicate when they entered, so I'm not
- 24 sure if that's the same time period or sometime later.
- 25 Q. And then if I focus your attention, for a moment, on

- 1 the Boston to Las Vegas market at the top of the slide,
- 2 | JetBlue's fares dropped 5 percent after Spirit entered;
- 3 right?
- 4 A. Correct.
- 5 Q. And then fares, JetBlue's fares were actually
- 6 | 12 percent lower on this route, as of the date this
- 7 | presentation was made, as compared to the period prior to
- 8 | Spirit's entry; right?
- 9 A. Correct.
- 10 | Q. And then, Mr. Clark, looking at the two fare columns as
- 11 a whole, they indicate that JetBlue's average fares in all
- 12 but one market decreased after Spirit started competing in
- 13 each of those markets; correct?
- 14 A. Yes. Very common when new capacity comes into any
- 15 market.
- 16 Q. So, Mr. Clark, a few minutes ago you referred to the
- 17 Newark-Santo Domingo market we talked about previously.
- 18 It's depicted on this slide at the second row from the
- 19 bottom where it says EWRSDQ; correct?
- 20 A. Correct.
- 21 Q. Now, as shown here, JetBlue's analysis was that after
- 22 | Spirit entered this market, JetBlue's fares dropped
- 23 | 19 percent; right?
- 24 A. That's correct.
- 25 Q. Now, if you look at the pricing strategy column for

```
this market, it indicates that JetBlue was, quote,
 1
 2
     monitoring Spirit's fares on this route; right?
 3
          It appears to be monitoring. It says LTVL2/2.
                                                           Ι
 4
     believe that's monitoring a temporary fare with the last
 5
     travel date of February 2nd. But, yes, this is, I think,
 6
     the only row where we're not ignoring their pricing.
 7
          Okay. So we'll get to the descriptions about "Ignore
 8
     Spirit" in just a moment. But for now, focusing just on
 9
     this market, even though JetBlue's pricing strategy was to
10
     monitor Spirit's fares on that route, as this slide depicts,
11
     Spirit's entry actually led JetBlue to have lower fares;
12
     right?
          At least for that initial time period, yes.
13
14
          Uhm-hmm. Okay. Now, as you just referred to, in the
     Ο.
15
     last column on this slide under "Pricing Strategy" there's
     several places where it indicates, with an entry of "Ignore
16
17
    NK," referring to Spirit; right?
18
     Α.
          Correct.
          But, again, looking at the fare values in the slide as
19
20
     a whole, even in the markets where JetBlue's pricing
21
     strategy at this time was to, quote, ignore Spirit,
22
     JetBlue's average fares actually went down after Spirit
23
     entered as compared to the period prior to Spirit's entry;
24
     right?
25
               MR. SHORES: I'm going to object, your Honor.
                                                               The
```

```
document refers to ULCC.
 1
 2
               THE COURT: I'm going to sustain that. Sustained.
 3
               MR. THORNBURGH: Can we go back to slide 7,
 4
            I'm sorry. The previous slide, Ms. O'Brien.
 5
         Mr. Clark, let me, while we're waiting to catch up here
 6
     on the previous slide on the presentation in front of you,
 7
     there's a chart as well there; correct?
 8
               THE COURT: The chart with the same caption,
 9
     "Impact of ULCC Upon Entry"?
10
               MR. THORNBURGH: Correct, your Honor.
11
          Yes, on slide number 7.
     Α.
12
          Correct. Slide 7.
13
          I see that in my personal binder, yes.
14
          Okay. Now, while we're waiting here, the third column
     0.
15
     indicates when a ULCC had entered; correct?
16
          Correct.
17
          And then if you go over to the far right, last column,
18
     there's a column where F9 is listed; right?
19
     Α.
          Yes, that's correct.
20
          Okay. And as it indicates there, F9 was, quote, new in
21
     three of those markets; right?
22
    Α.
          That's what it indicates, yes.
23
          And then the column that's marked, "ULCC Years of
24
     Service" indicates that ULCCs had been in all of these
25
    markets for more than a year; right?
```

```
1
     Α.
          Correct.
 2
          Based on the fact that a ULCC had been in all of these
 3
     markets for over a year, and Frontier was new in only three
 4
     of them, we can conclude that the entry we're talking about
 5
    here is a Spirit entry; correct, Mr. Clark?
 6
               MR. SHORES: Objection, vague.
 7
               THE COURT: Well, I couldn't conclude that, though
 8
     you did it very carefully from that chart. Who's B --
 9
     whatever it is, BO, B6? Who are they?
10
               THE WITNESS: B6 is JetBlue's airline code.
               THE COURT: Oh, all right. Okay. So you could
11
12
     conclude that from this chart, couldn't you?
13
               THE WITNESS: It doesn't say what "new" means, so
14
     I'm not sure of the timing of the Frontier entry based on
15
     this chart.
               THE COURT: Understood. All right. It's a
16
17
     reasonable inference. You may go on.
18
               MR. THORNBURGH: Thank you, your Honor.
19
               Let's go back to slide 8, if we could, for a
20
     moment.
21
          So, Mr. Clark, after having looked at that prior slide,
22
     I'm going to ask you a similar question slightly
23
     differently. As this slide demonstrates, even in the
24
     markets where JetBlue's pricing strategy was to ignore
25
     Spirit, JetBlue's average fares went down after ULCC entry
```

- in those markets; right? 1 2 And that's very much in line with anytime supply goes 3 up -- excuse me, supply goes down -- excuse me, supply goes 4 up, price tends to come down. 5 So you agree then that even though JetBlue's pricing 6 strategy was to ignore Spirit in some of these markets, 7 JetBlue's fares went down after ULCC entry; right? 8 After any airline entry, so yes, including ULCCs. 9 Mr. Clark, after this slide was created in December of 10 2020, JetBlue did, in fact, make a concerted effort to 11 better match Spirit's fares in multiple markets; correct? 12 Just on the time period, the e-mail's dated January 6, 13 2020. I believe you said December 2020. 14 Sure. I'll rephrase the question, Mr. Clark. After this slide presentation was created in January of 15 16 2020, JetBlue did make a concerted effort to better match 17 Spirit's fares in multiple markets; right? 18 We ran a test to see the impact of different pricing 19 strategies against Spirit during this period in 2020. 20 MR. THORNBURGH: Can we go to slide 13, please? 21 Mr. Clark, you just referred to some of the testing 22 that JetBlue did with regards to its pricing after this 23 presentation was created; right? 24 This is at the time, so perhaps not final, but I
- 25 believe it refers to the same test I was referring to.

```
And as indicated in the last column there, one of the
 1
 2
     strategies that JetBlue was contemplating was to, quote,
 3
     utilize lower fares; right?
          That looks like one of the items being tested, yes.
 4
 5
               MR. THORNBURGH: We can put that document away.
 6
          Mr. Clark, I want to switch gears for a moment and give
 7
     the Court a little bit more background about JetBlue's fare
 8
     options as they exist today. Mr. Clark, when a customer
 9
     purchases a ticket to fly on JetBlue, they choose between
10
     different fare options; correct?
11
          That's correct.
     Α.
12
         And each of JetBlue's fare options has different
13
     features or amenities associated with it; right?
14
     Α.
          Correct.
15
               MR. THORNBURGH: Okay. I'd like to briefly, your
     Honor, take a quick look at JetBlue's fare options as they
16
17
     exist today. We have a demonstrative that we would like to
18
     put up, which is Clark Demonstrative A, for purposes of
19
     discussing these fare options.
20
               THE COURT: You may.
21
               (On screen.)
22
          So, Mr. Clark, this is a screenshot from JetBlue's
23
     website. This is depicting the five fare options that
24
     JetBlue has today; right?
25
```

Correct.

Α.

```
We don't have this in paper?
 1
               THE COURT:
 2
               MR. THORNBURGH: Your Honor, we can provide a copy
 3
     to you in paper. I believe it's in the back of your binder,
 4
     actually. My apologies for not identifying it before.
 5
     should be the last tab titled, "Clark Demonstrative A."
 6
               THE COURT: I see it. Thank you.
 7
     Q.
          So, Mr. Clark, the screenshot on the screen in front of
 8
     you depicts the five fare options that JetBlue has today; is
 9
     that right?
10
          Correct.
     Α.
11
        And with the exception of Mint, the rest of these fare
12
     options are associated with seats in JetBlue's economy or
13
     core cabin; correct?
14
          That's correct.
     Α.
15
          Starting on the left-hand side of the screenshot is
     Blue Basic; right?
16
17
    Α.
          Yes.
18
          Blue Basic, Mr. Clark, is JetBlue's most unbundled fare
19
     option; right?
20
          Correct.
21
          Blue Basic is similar to the basic economy fare options
22
     offered by other airlines; right?
23
          On most attributes. JetBlue also has additional
24
     attributes, like free Wi-Fi included with the fare.
25
          JetBlue considers Blue Basic to compete closely with
```

- 1 | Spirit's unbundled fare; right?
- 2 A. It competes with a very broad number of competitors.
- 3 It competes with ULCC on bundled fares, it competes -- it
- 4 was actually designed to compete with the legacy carriers'
- 5 basic economy fares.
- 6 Q. You just mentioned, Mr. Clark, that it was designed to
- 7 | compete against legacy airlines' basic economy fares. Was
- 8 | it also designed to compete against the unbundled fare
- 9 | Spirit offered, Mr. Clark?
- 10 A. Yes, ULCCs as well.
- 11 Q. Mr. Clark, customers who purchase a Blue Basic fare
- 12 option today are able to bring a personal item with them on
- 13 | board the plane; right?
- 14 A. Correct.
- 15 Q. But except on flights to or from Europe, a customer who
- 16 | purchases Blue Basic cannot bring a carry-on bag on board
- 17 | the plane; right?
- 18 A. That's correct.
- 19 Q. In fact, a consumer who purchases a Blue Basic fare is
- 20 not allowed to bring a carry-on bag with them even if they
- 21 | are willing to pay for it; right?
- 22 A. Correct. For a customer who purchases the Blue Basic
- 23 | fare, if they want to bring a carry-on bag they would need
- 24 to purchase an Even More Space seat, which would come with
- 25 carry-on bag rights. But they cannot just purchase a

- 1 carry-on bag a la carte.
- 2 Q. Right. So if I showed up at a gate with a Blue Basic
- 3 | fare option and I had a bag, I would not be allowed to bring
- 4 it on board the plane even if I was willing to pay for it;
- 5 right?
- 6 A. You could purchase a Blue Basic -- excuse me. You
- 7 | could purchase an Even More Space seat at the gate and then
- 8 board with the carry-on bag.
- 9 Q. But I couldn't just pay for the bag by itself; correct,
- 10 sir?
- 11 A. That's correct.
- 12 Q. Today, Mr. Clark, more than 30 percent of JetBlue's
- 13 | passengers purchase a Blue Basic fare; correct?
- 14 A. That's roughly correct, yes.
- 15 Q. Okay. And then the other fare options depicted on this
- 16 | screenshot, Blue, Blue Plus and Blue Extra, all are more
- 17 | bundled fare options that JetBlue offers as compared to Blue
- 18 | Basic; is that right?
- 19 A. Correct. They come with additional features.
- 20 | Q. And they cost more as well; correct?
- 21 A. Correct.
- 22 Q. For example, a customer who purchases a Blue fare, as
- 23 depicted on the chart in front of you, they're allowed to
- 24 bring both a carry-on bag and personal item with them on
- 25 board the plane; right?

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1
     Α.
          Correct.
 2
          But still no checked bag is included in that fare
     option; correct, Mr. Clark?
 3
 4
          Only for flights to Europe it's included. But for most
 5
     flights it is not included.
 6
          Thank you, Mr. Clark.
     Q.
 7
               MR. THORNBURGH: We can pull down that
 8
     demonstrative.
 9
               Your Honor, I'm happy to keep going. I know you
10
     like to end right at 1:00.
11
               THE COURT: I do, and we will stop at this time,
12
     and I thank you. And you may step down, sir.
13
               THE WITNESS: Thank you.
14
               (Whereupon the witness stepped down.)
15
               THE COURT: We will resume promptly at 9:00 a.m.
     tomorrow morning. At the end of the second day of this
16
17
     trial, out of the ten days that each party has, the
18
     government, the plaintiff, has used up one day,
     forty-five minutes. The defense has used up two hours and
19
20
     forty-five minutes.
21
               We'll stand in recess until 9:00 a.m. tomorrow
22
     morning.
               We'll recess.
23
               THE CLERK: All rise.
24
               (Proceedings adjourned.)
25
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## C E R T I F I C A T E

I, Cheryl B. Palanchian, Court Reporter for the United States District Court for the District of Massachusetts, do hereby certify that the foregoing pages are a true and accurate transcription of my shorthand notes taken in the aforementioned matter to the best of my skill and ability.

/s/ Cheryl B. Palanchian 11/1/2023
CHERYL B. PALANCHIAN

Registered Merit Reporter Certified Realtime Reporter